

**ABSTRACT**

A unified online marketplace storefront may be used to sell items from multiple vendors. Managing a multi-vendor online sales channel may involve receiving, from each of a number of sellers, information describing one or more items for sale. The items for sale may be presented to potential buyers through a unified storefront on an online marketplace. The unified storefront can mask identities of the sellers and present a consistent interface to the potential buyers. The managing of the online sales channel also may involve receiving an order from a buyer to purchase an item through the unified storefront, and taking flash title to the sold item prior to fulfilling the buyer's order.